

Reply under 37 CFR 1.116 - Expedited Procedure - Technology Center 2400

***Attorney Docket RSW920030295US1***

**IN THE UNITED STATES PATENT & TRADEMARK OFFICE**

In re application of Valerie M. Bennett, et al.

September 3, 2010

Serial No.: 10/733,625

Filed: December 11, 2003

For: Intelligent Subscription Builder

Art Unit: 2443

Examiner: David E. England

**AMENDMENT AFTER FINAL REJECTION**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Response responds to the Office Action mailed July 13, 2010, which was designated a Final Rejection. The following remarks are respectfully submitted, in accordance with 37 C.F.R. §1.116, and place the application in form for allowance or, alternatively, in better form for appeal.